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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



In re application of:

Applicants : Thomas J. Perkowski, et al.
Application Serial No.: 10/602,990
Filing Date: : June 24, 2003
Title: INTERNET-BASED BRAND MARKETING
COMMUNICATION INSTRUMENTATION NETWORK FOR
DEPLOYING, INSTALLING AND REMOTELY
PROGRAMMING BRAND-BUILDING SERVER-SIDE...
Examiner : Jeffrey D. Carlson
Group Art Unit : 3622
Attorney Docket No. : 100-059USA000

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

RESPONSE TO OFFICE ACTION

Sir:

In response to the Office Action mailed August 30, 2007, Applicants hereby submit the following amendments to the same:

03/04/2008 TNGUYEN2 00000004 10602990

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375.00 OP

AMENDMENT OF THE TITLE OF INVENTION:

Please amend the Title to read as follows:

--INTERNET-BASED BRAND MARKETING COMMUNICATION NETWORK
ALLOWING MEMBERS OF A BRAND MANAGEMENT TEAM TO COMMUNICATE
DIRECTLY WITH CONSUMERS SHOPPING ALONG EC-ENABLED WWW-SITES, AND
SERVICED BY PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS (MMVKS)
DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY BRAND
MANAGEMENT TEAM MEMBERS AND/OR AUTHORIZED PARTIES--